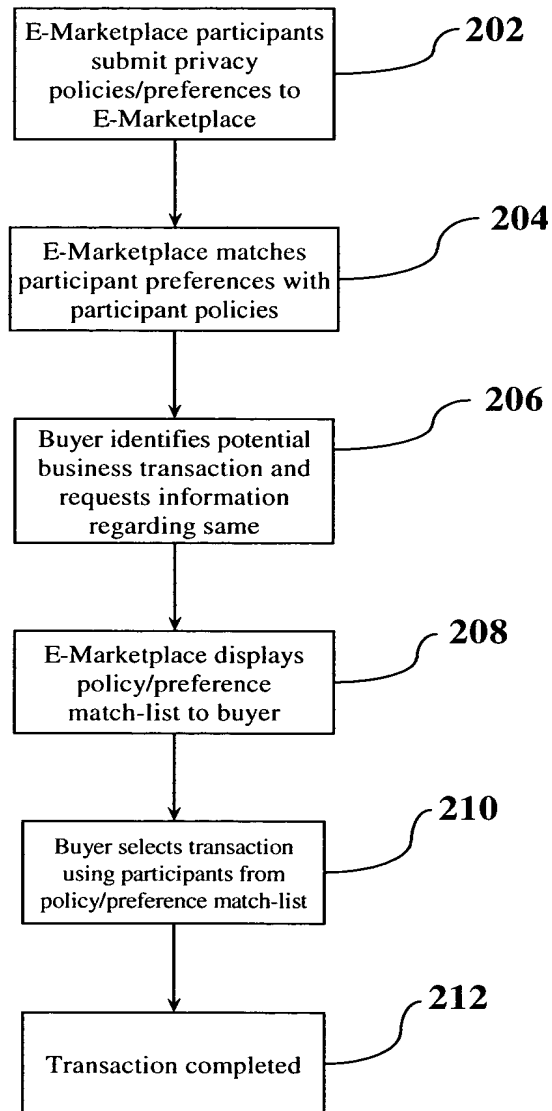


**Figure 1**



**Figure 2**

Program - Untitled 1

Menu Menu Menu Menu Menu Menu Menu Menu

100%

Untitled File 1

## Buyer Privacy Preferences

Can E-Marketplace Participants Sell Your Email Address?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care
Can E-Marketplace Participants Send You Seller-Originated Advertising?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care
Can E-Marketplace Participants Share Your Demographic Data With Others?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care

Property 1 Property 2 Property 3 Value Value Value

Figure 3



Program - Untitled 1

Menu Menu Menu Menu Menu Menu

100%

Untitled File 1

## Seller 02 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will You Send Seller-Originated Advertising to E-Marketplace Participants?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will You Share Demographic Data of E-Marketplace Participants With Others?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Property 1 Property 2 Property 3 Value Value Value

Figure 5

Program - Untitled 1

Menu Menu Menu Menu Menu Menu

100%

Untitled File 1

## Seller 03 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?	<input checked="" type="checkbox"/>	Yes
	<input type="checkbox"/>	No
Will You Send Seller-Originated Advertising to E-Marketplace Participants?	<input checked="" type="checkbox"/>	Yes
	<input type="checkbox"/>	No
Will You Share Demographic Data of E-Marketplace Participants With Others?	<input checked="" type="checkbox"/>	Yes
	<input type="checkbox"/>	No

Property 1 Property 2 Property 3 Value Value Value

Figure 6

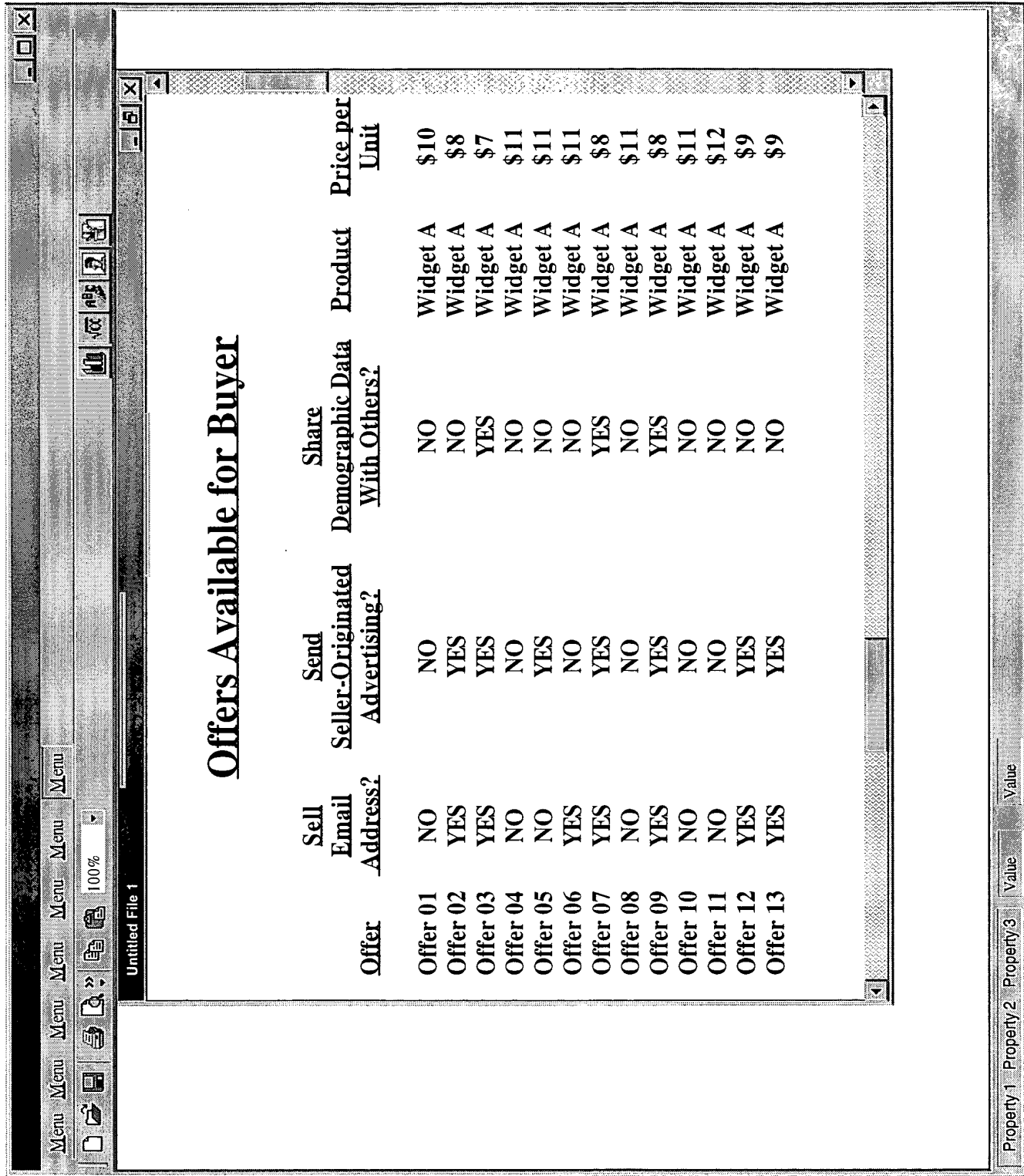


Figure 7

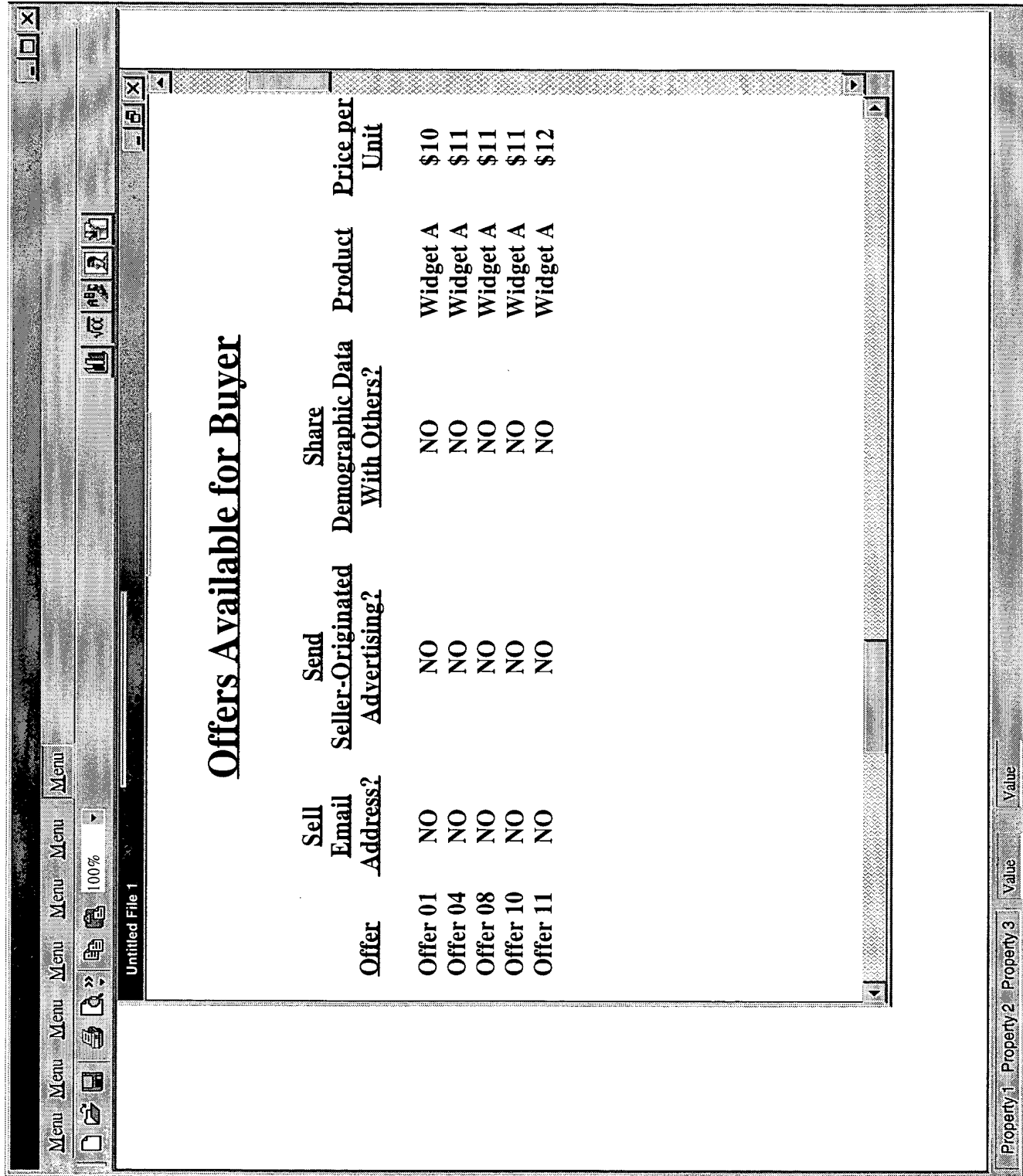


Figure 8